March 30, 1983

Milton Bradley
P.O. Box 2888
Springfield, MA 01101

Attention: Mr. Bruce Orabec

Re: Milton Bradley "Donkey Kong" Products

Gentlemen:

On January 3, 1983, we wrote you on behalf of our client, Universal City Studios, Inc. pointing out that Universal regards your advertising and sale of certain products, namely games and puzzles bearing the trademark "Donkey Kong," as an infringement of its trademark and trade name rights in "King Kong," the gorilla character "King Kong" and graphic depictions of that character which have been made famous by several motion pictures. To date, we have not received any response from you with respect to that letter.

We also understand that subsequent to receiving our letter Milton Bradley entered into an agreement relating to a "Donkey Kong" card game, and we assume you either have or will begin offering this product for sale shortly. We think you should be aware of the fact that our client will seek damages against you based on your sale of this and other Milton Bradley products which infringe the "King Kong" trademark. We would urge you to give serious thought to the course of action you have undertaken, keeping in mind that others who are using the "Donkey Kong" name to sell their products have obtained from Universal an appropriate license authorizing them to use this variation of the "King Kong" trademark.

We would appreciate the courtesy of a reply.

Very truly yours,

Douglas C. Fairhurst

DOUGLAS C. FAIRHURST

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DEFENDANT EXHIBIT 54